

PhysicalLife Social Media Brief

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1) Objectives of PhysicalLife

- Coach people in pursuit of their health/fitness goals and deliver advanced education courses to fitness professionals
- Promote health, inspire change and educate people to achieve their health/fitness goals
- Help people change and achieve long-term goals by engaging users to maintain passion for their fitness and health goals



2) Current Online/Social Media Efforts

- Website
 - physical-life.com
 - Under construction
- Twitter
 - No current Twitter presence
- Facebook
 - No current Facebook presence
- Instagram
 - No Instagram page
- Youtube
 - No Youtube channel
- Email
 - No email marketing lists



3) Target Audiences

-Target Audience 1: General population

-Demographic

- All genders
- Ages: 30-49 years
- All occupations

-Geographic:

- Areas where fitness/weight loss is a major concern
- US, UK, etc.

-Psychographic

- Tried the latest weight-loss fad or app but have not seen desirable results
- Busy/on-the-go and need encouragement, nutritional help and fitness programs designed specifically for them
- Technologically savvy, use the internet/devices frequently, and would visit an online resource like PhysicalLife on a daily basis

-Target Audience 2: Fitness Professional/Athlete

-Demographic

- All genders
- Ages: 18-65 years
- Occupation: Any occupation that requires peak physical fitness, such as professional athletics as well as elite amateur athletics.

-Geographic:

- Areas that have large concentrations of fitness professionals/athletes
- US, UK, etc.

-Psychographic

- Spend large quantities of time in the gym
- Already have set routines
- Have an end goal in mind



4) Objectives and Targets of Social Media Engagement

-Primary goals

- Attract new users to PhysicalLife
- Generate buzz about PhysicalLife coaching and other programs
- Convert buzz and site visitors to paid members

-Secondary goals to help achieve primary goals

PHASE 1: Until website launches

-Website

- Create landing page with basic PhysicalLife info and email list signup

-Twitter

- Gain 200 followers by launch
- Personally engage with 5 twitter users/day
- 4-6 tweets per week
- Mix of links, pictures, and text posts

-Facebook

- 200 likes by launch
- 4-7 posts per week
- Mix of links, pictures, and text posts
- Invite 2000 Facebook users to like page

-Instagram

- 200 followers
- 4-5 posts per week (or every other day)
- Follow/engage (like or comment) with 5 users daily

-Youtube

- Create Youtube channel
- Create promo video for the PhysicalLife site launch
- Share videos across all platforms

-Email

- On “Coming Soon” page, create email list signup form
- Send periodic email to those on email list about progress on the PhysicalLife site, exciting new features, etc.



4) Objectives and Targets of Social Media Engagement (cont.)

PHASE 2: After launch

- Website
 - After launch, website will be fully functioning
- Twitter
 - Tweet about launch with link to site
 - Tweet individually to each follower with a short message about your site's grand opening and a link to the PhysicalLife site
 - Continue engaging with 5 followers/day
 - Continue 4-6 tweets per week
 - Mix of links, pictures, and text posts
- Facebook
 - Post an update about launch with link to site
 - Like/engage with all feedback and comments left on page
 - Continue 4-7 posts per week
 - Mix of links, pictures, and text posts
 - Encourage users who have liked your page to invite friends and share content from your page
- Instagram
 - Post a picture of logo, front page of site, etc. to celebrate launch
 - Continue 4-5 posts per week (or every other day)
 - Continue to follow/engage (like or comment) with 5 users daily
- Youtube
 - Create periodic videos and share them across all platforms
- Email
 - Send email blast about launch
 - Send weekly or monthly newsletter/promo email



5) Breakdown of Social Media Usage

-OVERVIEW: The overarching, most important thing to grasp about social media is consistency. The more you engage and are present with your targeted audience on social media, the more they will learn about your services and the more you will learn about them and their habits. As you have seen above, I have laid out a two phase social media plan that revolves around your website launch. This plan will help you build an audience, engage with said audience and convert them into PhysicalLife customers.

-WEBSITE

-USE EMAIL FORM: Our end goal is to market your website and attract users. Although you haven't launched your site yet, you can still utilize your "Coming Soon" page to attract future customers and generate leads. The best and most effective way to do this is to integrate an email form into your landing page. This will allow visitors to sign up to follow updates about your progress in launching the page, and will leave you with invaluable contact information for future use. What I suggest: Check out sites such as KickoffLabs.com and MailChimp.com. Both of these resources outline the benefits of email forms on your landing page, and MailChimp has a free option that allows you to have up to 2,000 subscribers and allows you to send 12,000 emails.



5) Breakdown of Social Media Usage (cont.)

-TWITTER

-LISTEN: Twitter can be a gold mine for finding new users for PhysicalLife. The most effective way to be noticed on Twitter is to interact with users as well as LISTEN to the conversation. I capitalized “listen” because it is an area that many, many startups and businesses do a terrible job of. The best way to listen to the conversation is to just browse and explore what people in your target market are talking about. If you want to engage with Twitter users who are interested in fitness for example, search “fitness” in the search bar and read what users are saying about fitness. This will help you to always stay relevant in the conversation by understanding what your target is really talking about and interested in.

-FOLLOWERS: The best way to get new followers is to interact with users. Twitter users don't want to follow an account that posts generic content and never notices them. Users want to feel important and engaged. Create a base of followers by doing the following:

- 1) Use hashtags to find users in your target market.
EX: If you want to engage with people interested in nutrition, search #nutrition and follow users who have recently tweeted about nutrition
- 2) Follow and interact with users who have used relevant hashtags
EX: If a user tweeted “@George123: I really need to get my priorities straight and change my lifestyle #nutrition”, you would want to follow the user and you could reply with a tweet that says “@PhysicalLife: @George123 We'd love to help! Check out some great nutrition tips we have on our brand new site! www.physical-life.com”
- 3) If a Twitter user follows you first, follow them back and engage with them.
EX: “@PhysicalLife: @NewFollower11 Thanks for the follow! We can't wait to help you on your fitness journey!”
- 4) Follow users without interacting with them
-This method isn't the most effective, but it can give you a good base of followers. If you follow 100 accounts, you may only get 15 followers in return. Use the other three methods first and foremost.

-POSTS: Your posts on Twitter are the most important aspect of this form of social media. Here are two rules to follow when formulating your posts:

- 1) Keep your posts 50/50. What this means is that for each post you make about PhysicalLife, your site or one of your services, make a post that talks about something other than PhysicalLife directly. This could be a quote about fitness or health, a motivational picture or a link to a blog post you think your target audience could find interesting. This will keep your audience engaged and give them a reason to continue following you.
- 2) Mix your use of photo, text and link posts. The most effective Twitter users will keep their content relevant and unexpected by switching constantly between these three different post types. HOWEVER, tweets with pictures can gain up to 200% more interaction, so when in doubt, include a picture in your post.



5) Breakdown of Social Media Usage (cont.)

-FACEBOOK

-INVITE: The best way to start growing your page is to invite friends to like it. They will interact with your page and support you while you garner new likes as your website and social media presence grow. If you invite all your friends and have your close friends invite all of their friends, you will begin to grow.

-LIKES AREN'T EVERYTHING: The title says it all. Likes aren't everything. Having 100 Facebook users who like your page and interact with it regularly is EXPENTIALLY better than having 500 likes and having no interaction. The whole point of your Facebook page is to engage users and have them share, comment on and like content you produce. That being said, always make sure your sights are set on quality of likes and not the quantity.

-POSTS: Follow the same rules outlined in the Twitter section.

-INSTAGRAM

-BEAUTY: Instagram is all about beautiful pictures. Make sure your pictures look sleek and professional.

-FOLLOWERS: Unlike Twitter, the best way for a startup to gain Instagram followers is to follow others first. The followback rate on Instagram is much higher than Twitter, and those who follow back are usually very active followers. Along with that, health and fitness are HUGE on Instagram.

-HOW YOU CAN GAIN FOLLOWERS: Look for accounts that are relevant to the followers you want to gain (Ex. FitnessExercises) and follow users that are following that account.

-POSTS: Similar to the 50/50 rule on Twitter, your posts should be an even mix of original PhysicalLife content and other interesting and relevant content you find online. Again, Instagram is all about beautiful pictures, so make sure your photos are never grainy or unprofessional. Some good places to find outside content to post would be health/nutrition/fitness subreddits, Pinterest boards and health/nutrition/fitness tumblr blogs



5) Breakdown of Social Media Usage (cont.)

-YOUTUBE

-VIDEOS: Videos are one of the best ways to engage your target market, and using YouTube you can share your videos across your entire social media spectrum. If you just want a promo video for your site before it launches, you could use Fiverr to have someone create one for you. You could then put it on your channel/share it. After your site is launched, you may want to make videos that will drive people to your site, such as short informational videos about fitness/nutrition coaching or highlighting a cool feature of your site. After you are up, running and have satisfied customers, making occasional testimonial videos about results people have had from your site would be a gold mine. In an area like fitness and nutrition, people want to see results and hear about results from those who have experienced them first hand.

-SHARING: Once you have made a video, you'll want to share it EVERYWHERE you can: Facebook, Twitter, etc.

-EMAIL

-LISTS: Email is far and away the best way to contact people who are in your target market and who will actively engage with your webpage. This is why creating an email list is crucial, even before your site launches. To start your email list, follow the information I provided in the "Website" section.

-BLASTS: Whether you have one email subscriber or 1,000, you will want to make sure that the email blasts you send are consistent, captivating and have a point to them. You want each email to accomplish something, whether it is driving traffic to your site or informing your subscribers about a new service you offer.

-LISTS: I put this twice because this is the most important part of this section. Create an email form on your landing page ASAP.

-OTHER IDEAS:

-REDDIT: Reddit thrives on organic content from organic users. There is an enormous amount of potential in advertising your startup on Reddit, but if it looks like an ad, Reddit users will reject it. This is an area I can dig deeper into if you would like.

-Forums: Sites like bodybuilding.com have forum sections where users discuss methods and products with each other. One way to utilize this is by creating an account to post with, and reply to questions and comments with genuine answers and a link to your site at the end. Again, if you are interested in this I can go into it in further detail.



6) Conclusion

Rome wasn't built in a day, and PhysicalLife's social media presence won't be either. However, if you stay consistent, listen and interact, you will steadily gain clout online. It can be hard to stay consistent with social media, so delegation and sharing of responsibility is key. If possible, split up social media responsibilities among colleagues. The most effective social mediums for your target market will be Facebook, Twitter and email as people 30-49 years old use these the most. Focus on these first, but make sure you don't neglect any of the other social mediums. I know this is quite a lot to take in, but it is pretty easy to implement. Platforms like Hootsuite let you sync multiple forms of social media together on one dashboard and let you schedule posts to go out up to weeks in advance. This can be a very good tool to use, as you can sit down on a Sunday night and schedule 7 days worth of posts and not have to worry about checking in and posting every day. I also have a social media calendar that has optimal times to post content for each platform. This tool makes planning social media posts much less stressful and much less time consuming. Let me know by email if you would like a copy.

If you are confused or are having a hard time implementing a strategy, feel free to contact me. I can help you set everything up, create some posts, and begin to get followers. You can reach me on Twitter at **@mhaarala**, by email at **Michael.Haarala@gmail.com**, or by phone at **1 (920) 915-1309**. Again, if you have any questions, comments or feedback don't hesitate to contact me!